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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE
PATENT APPLICATION

Applicants: Rick W. LANDSMAN, Wei-Yeh LEE

Case: UCC-1/CIP

Serial No.: 09/237,718

Filed: January 26, 1999

Group Art Unit: 2765

Examiner:

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED
USER-TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB
ADVERTISING THROUGH USE OF AN ADVERTISING TAG
EMBEDDED IN A REFERRING WEB PAGE** (as amended)

COMMISSIONER FOR PATENTS
Washington, D. C. 20231

S I R:

I believe that no fee is required for the
accompanying Second Preliminary Amendment submitted in
connection with the above-captioned application.

In the event a fee is due, kindly charge that fee
to my deposit account number 13-3083. To facilitate that
charge, a duplicate copy of this letter is enclosed
herewith.

Respectfully submitted,

July 10, 2000

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CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)

I hereby certify that this correspondence is being deposited on **July 12**, 2000 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, Washington, D.C. 20231.

Peter L. Michaelson
Signature

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S I R:

SECOND PRELIMINARY AMENDMENT

Amend the above-captioned patent application as
follows:

IN THE SPECIFICATION-

Page 27, lines 4-21 Delete the paragraph in
lines 5-21 and substitute the
following paragraph:

B
--The advertising tag is itself embedded in a
content web page. The advertising tag, as one of its
components, references a JavaScript file (which contains a